

Service that Sells!

Developed and Delivered by Jeri Mae Rowley, Montana Superhost Trainer

Using Customer-Centered Salesmanship
to Earn Loyal Customers and Guests
**Who Will: Stop...Stay...
Spend...Recommend...
and Return Again and Again!**

Attend this session if you:

- Want to be a winner at the great game of customer-centered sales.
- Enjoy serving customers by solving problems and creating opportunities.
- Are a reluctant salesperson.
- Can't even imagine what sales has to do with your job.
- Like to sell. You are good at it. And you want to get even better.
- Have an empty bladder. (No kidding---we will interact and laugh a lot!)



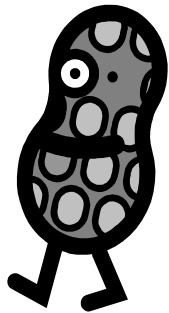
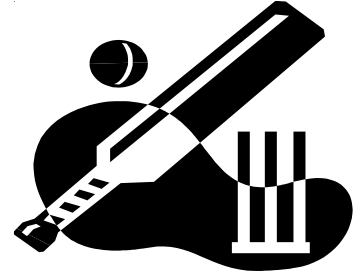
Laugh
& *Learn*

Service that Sells!

Travel Montana Superhost "Super Sample" • Participant Playbook

My Neighbor's Name Is _____.

Customer-Focused Sales

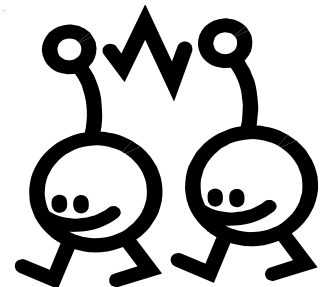


- **Customers are** _____.
- **Salesmanship is a Genuine Customer** _____.
- _____ **sells (or loses sales)** ____ / ____.
- _____ **= Communications.**
- **Salesmanship Begins with "Taking Care of Number One!"**
- **Who is "Number One?"** _____.

FRESH EGGS



1. _____
2. _____
3. _____



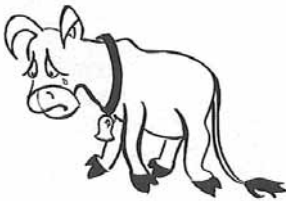
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1

Choose Your Attitude



Bored

Verbal ____%
Vocal ____%
Visual ____%



Enthusiastic

Endorphins



On the Phone: 15% _____

85% _____



No.

No problem.

I don't know.

It's not my job.

Call me back.



"I know you believe that you understand what you think I said but I am not sure you realize that what you have heard is not *what I meant.*"

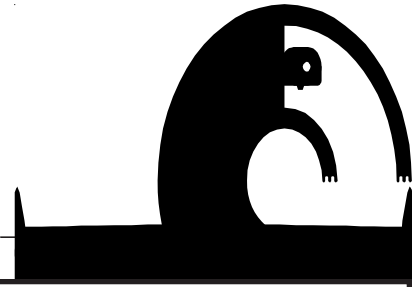
Unknown-

1	2	3	4
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A	B	C	D
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You Communicate with Style (and so do your customers!)

What is Your Style? _____



Conscientious Thinkers

Task and facts oriented
Moves, acts, speaks cautiously
Wants to be accurate
Enjoys solitary, intellectual work
Cautious decision makers
Good problem-solving skills
Motivated by organization and appreciation of accuracy
Irritated by unpredictability and disorganization

Sell to Conscientious Thinkers

Task

Directors

Results and facts oriented,
Acts, and decides quickly,
and independently
Likes to be in charge
Gets results through others
Independent and competitive
Good administration skills
Motivated by winning
Irritated by inefficiency and indecision

Sell to Directors:

Cautious

Supporters

Relationship oriented--listening
Moves, acts, speaks cautiously
Avoids conflict and risk
Likes people to get along
Enjoys teamwork
Good counseling and listening skills
Motivated by involvement & appreciation
Irritated by insensitivity and impatience

Sell to Supporters:

The Platinum Rule

"Do unto _____ as ..."



Influencers

Relationship oriented--talking
Moves, acts and speaks quickly
Risk taker
See the big picture, likes change
Enjoy the spotlight
Good persuasive skills
Motivated by the chase
Irritated by routine and perfectionism

Sell to Influencers:

Direct

Relationships



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Five Key Travel Experience Customer “Value” Points:

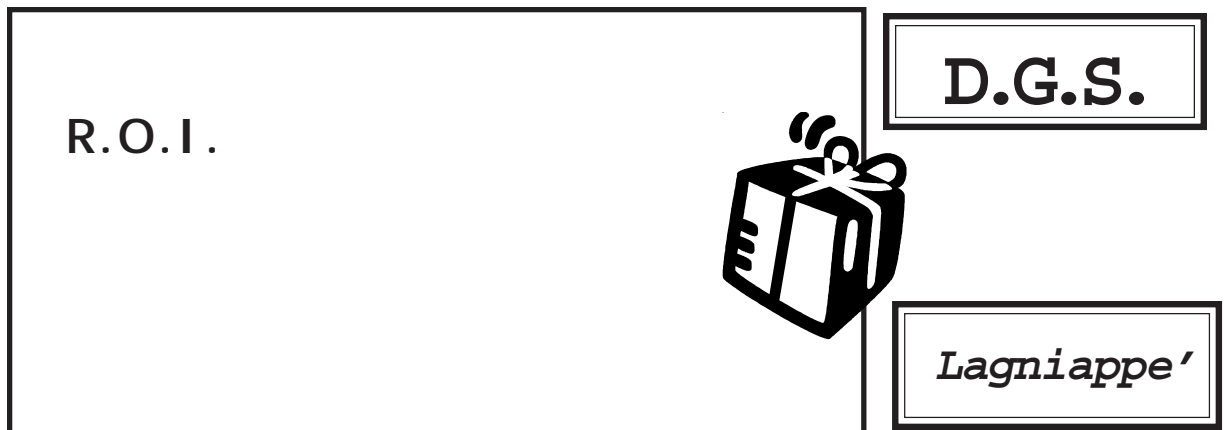
Anticipation..._____

Experience..._____

Pre-Departure..._____

Reminisce..._____

Anticipate Return..._____



References used to develop this seminar:

- **301 Ways to Have Fun at Work** by Dave Hemsath
- **A Complaint is a Gift** by Janelle Barlow
- **At America's Service** by Carl Albrect
- **Coping with Difficult People**, Dr. Robert M. Bramson
- **Dealing with People you Can't Stand** by Rick Brinkman
- **Emotional Intelligence** by Daniel Goleman
- **Emotions of Normal People**, Dr. W. Marston
- **First, Break All the Rules** by Marcus Buckingham
- **FISH!** by Stephen C. Lundin
- **Give 'Em the Pickle!** by Bob Farrell
- **How to Close Your Sale Every Time**, Joe Girard
- **In Search of Excellence** by Tom Peters
- **I'm Stuck, You're Stuck: Breakthrough to Better Work Relationships and Results by Discovering your DiSC Behavioral Style**, Tom Ritchey
- **Nuts!** by Kevin and Jackie Freiberg
- **Raving Fans** by Ken Blanchard
- **The Platinum Rule**, Dr. Tony Alessandro & Dr. Michael J. O'Connor

Montana Superhost Seminars & Resources

Montana has an outstanding reputation for friendly people. It's fortunate to have 150 Montana Superhost seminars offered each year for managers, employees, and volunteers of businesses and organizations that serve visitors.



Ask about Superhost training for high school students!



Purchase the 20-minute video, *Lewis and Clark: Montana's Story* \$19.95

Montana Superhost Communities



In order to become a Montana Superhost community, local groups or organizations must develop and initiate a plan to provide annual Montana Superhost Customer Service training, provide staffing for a local visitor center, provide annual Montana Superhost training to visitor center staff and volunteers, and develop tourism collateral that lists events attractions and visitor services available in their area.

The certified communities are highlighted in the state's Montana Travel Planner. Montana Superhost Communities proudly display the Montana Superhost Visitor Friendly sign as a symbol of their community's commitment to visitor services.

Montana Superhost Businesses

To become a Montana Superhost Business or Organization, at least half of the current managers and employees need to have participated in a Montana Superhost seminar within the previous year. A certified Montana Superhost Business or Organization receives a colorful decal for each entrance of their building. Travel Montana highlights the importance of Certified Montana Superhost Businesses and Organizations in several of its publications.



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